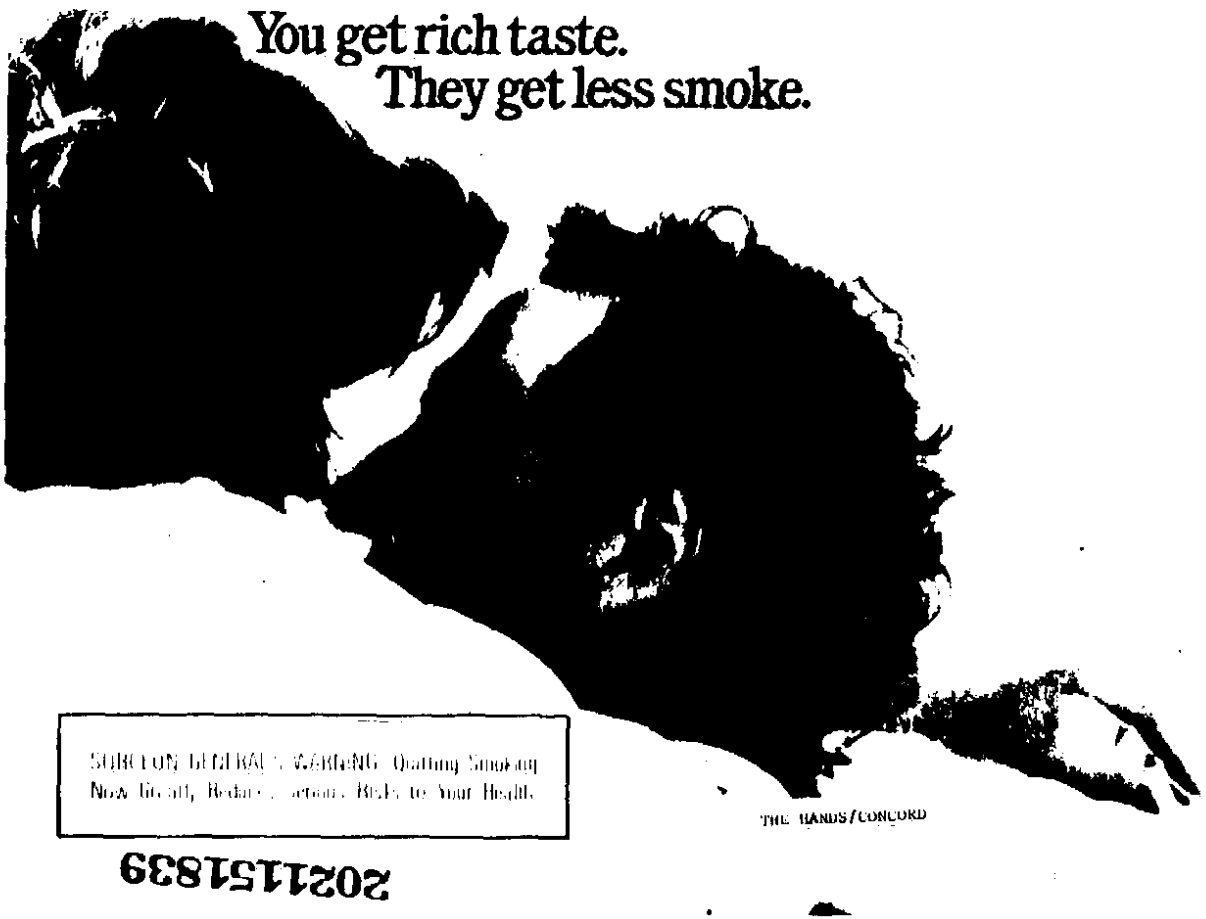
The answer to smoking today...
Benson & Hedges introduces Less Visible Smoke.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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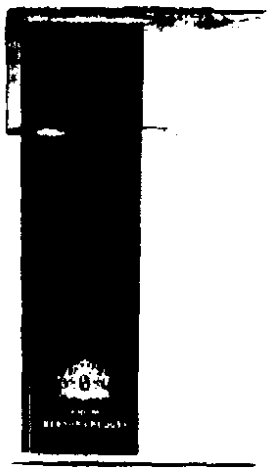
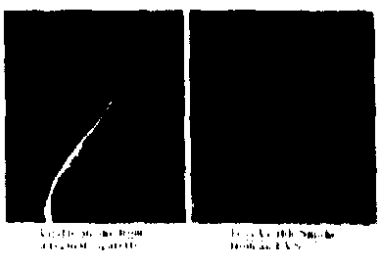


Benson & Hedges LVS

means Less Visible Smoke.



Source: https://www.industrydocuments.ucsf.edu/docs/fynn0004